

ABSTRACT OF THE DISCLOSURE

[0091] A media delivery network is provided which includes a digital rights server and a media server to store content to deliver to a content consumer upon demand. The digital rights server stores content consumer rights defining access rights of a content consumer with respect to content, and content owner rights defining access policies to the content as established by a content owner. In one embodiment, the delivery of the content to the content consumer is timed and the access rights of the content consumer are updated in response to a delivered time during which the content was delivered to the content consumer. The invention extends to a method of controlling the delivery of content from a media server to a content destination or consumer and to a machine-readable medium for storing a set of instructions to execute any one or more methods of the invention. In one embodiment, further delivery may be denied after a certain position within the media has been reached.